

Green Marketing: Opportunity for Innovation -2/E.

Since the first edition of green Marketing was published in 1993, green shopping has virtually disappeared from newspaper headlines, and “the environment” has been displaced from the top of the public’s worry list by such other pressing issues as crime, drugs, the economy, and AIDS. However, such developments do not mean that consumers no longer care about the environmental impact of the products they buy. A peek inside voting booths, shopping carts, and recycling bins will prove that people are acting upon their environmental concern now more than ever.

